

File copy

DEC 24 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5					6	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, DECEMBER 24, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Being Planned	CAMPAIGN PROMOTION: "ROSE CERISE" Last year's promotion of Du Barry "Spring Lilac," was so successful that Hudnut's "Rose Cerise," has now been selected as another tone for Hat-Cosmetic coordination. It will begin sometime in January and will include hats of strawcloth and braid, flowers, ribbins, etc., dyed in the "Rose Cerise" tone. Clerks in the Millinery Depts. of stores featuring this promotion, will wear corsages. Ornaments and small lipsticks in "Rose Cerise" color will be attached to each hat. Contact: Bansam Hat Co., CA. 5-3386. Hudnut Publicity: Nora Gilbert, WA. 9-2300.	BENSAM HAT CO. & RICHARD HUDNUT	ALL DEPARTMENT STORES
Now Showing	NEW SPRING JEWELRY LINE BY CORO An unusual collection of dressmaker type jewelry in Sterling silver, including earrings, pins and Mexican handcraft pieces. Open to trade and press. Publicity: Ann R. Silver, MU. 2-8633.	COHN-ROSENBERGER	47 WEST 34TH STREET
Now Being Planned	DALLAS AS HAT FASHION CENTER This is evidence of the growth of regional fashion markets. Dallas wishes to emphasize the fact that its millinery market is the nation's third most important source for style and volume. Therefore, plans are afoot to whip up Mfr. membership and coordinate retail promotions throughout the state of Texas to establish Dallas not only as a millinery source, but also as a fashion and sportswear center for the entire U.S.A. One of the leaders of this push is Keith G. Horan, Avalon Hat Co., Dallas, Texas.	DALLAS MILLINERY MANUFACTURERS	DALLAS, TEXAS

WEEK BEGINNING MONDAY, DECEMBER 27, 1943

Monday Dec. 27- Dec. 31 11:00 A.M.- 4:00 P.M.	"FUN ON THE FOURTH" There will be daily performances of 20 minutes each from 11 A.M. to 4 P.M. with Harry Welch, the original Popeye, on hand to entertain the children. Clowns, monkeys, trained dogs and other holiday ballyhoo will be there to amuse. Everyone invited. Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO., INC.	CHILDREN'S DEPT.
Monday Dec. 27 2:30 P.M.	"JUNIOR MISS" FASHION SHOW The Younger Set turns out for this Holiday presentation of clothes that are smart and pretty, warm for now, with crispness hinting of Spring. Everyone invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	HERALD SQUARE 2ND FLOOR
Monday Dec. 27- Jan. 4	SPECIAL EXHIBIT OF FASHION ILLUSTRATIONS Fashion illustrations and layouts in color and black and white by advanced students in Day and Evening Courses. On view in Traphagen School Pent House Gallery from 9 A.M. to 9:30 P.M., Saturdays to 5. For information, Dorothy Tyroler, Registrar; CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 28 9:00 A.M.- 9:00 P.M.	METROPOLITAN STYLE SHOWING There will be 85 rooms devoted to showing of spring lines in infants and children's wear by manufacturers from all over the country. Buyers and members of trade invited. Publicity: Moe Goldblatt, WI. 7-4520.	INFANTS & CHILDREN'S WEAR MANUFACTURERS	NEW YORKER HOTEL 7TH AND 8TH FLOORS
Dec. 28	NO LUNCHEON FASHION SHOW AT RITZ CARLTON HOTEL DURING NEW YEAR'S WEEK.		
Wednesday Dec. 29 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Henry Jerome, Orchestra leader, and Marian Leveridge, 14 year-old Betsy Ross singer of the radio, will be guests of this Tricks for Teens show. Music and refreshments. Open to press and public. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	HERALD SQUARE 2ND FLOOR
Wednesday Dec. 29 10:30 A.M.	"CALLING ALL GIRLS" NEW YEAR'S PARTY Glee club music, a Fashion Review introducing a girl's first "Star-light" dress and also graduation dresses, will be features at this fashion show. Public and press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Dec. 29	NO LUNCHEON FASHION SHOW AT WALDORF ASTORIA HOTEL DURING NEW YEAR'S WEEK		
Friday Dec. 31 12:00 Noon	NEW YEAR'S CONCERT Presenting New Year Hymn singing by the choir from Grace Church, in the Wanamaker Rotunda at noon. Girl pages, organist and director, dressed in Dickens' costumes. Public invited. Publ.: Frances Patten, ST. 9-4700.	JOHN WANAMAKER B'WAY AT 9TH ST.	FASHION STORE ROTUNDA

Friday Dec. 31	<u>NEW YEAR'S EVE COVER CHARGE RATES AT LEADING NIGHT CLUBS AND HOTELS</u>		
	<u>MONTE CARLO SUPPER CLUB</u>	205 WEST 48TH STREET	CI. 6-6775
	Cover charge, \$15 per person includes dinner and dancing to bands of Duke Gasparre and Ralph Rodgers.		
	<u>1-2-3 CLUB</u>	123 EAST 54TH STREET	PL. 3-9131
	Open house, no cover charge. Supper a la carte. Myra Kingsley, astrologist. Roger Stearn, host, at piano.		
	<u>RIOBAMBA</u>	151 EAST 57TH STREET	PL. 8-1960
	Dinner and cover \$7.50-\$12.50 depending on location. Gertrude Niesen and Ernie Holst's orchestra. Also Chavez rhumba band.		
	<u>PIERRE HOTEL: COTILLION ROOM</u>	5TH AVE. AT 61ST STREET	RE. 4-5900
	\$12.50 per person for supper and show with Marie Nash, singer; Stanley Melba's orchestra. Cafe Pierre, \$7.50 per person.		
	<u>LE RUBAN BLEU</u>	4 EAST 56TH STREET	EL. 5-9787
	Cover charge for show and late supper with imported champagne, \$7.50. Maxine Sullivan, Julius Monk and Herman Chitterson.		
	<u>WALDORF: WEDGWOOD ROOM</u>	PARK AVE. AT 50TH STREET	EL. 5-3000
	\$15 per person including supper and entertainment. Xavier Cugat's band in the Wedgwood Room. Mischa Borr in the Sert Room. Other Waldorf restaurants - Lounge, Norse Grill, and Peacock Alley Cafes from \$4-\$10.		
	<u>COPACABANA</u>	10 EAST 60TH STREET	PL. 8-1060
	\$10-\$15 depending on location. Starring Jimmy Durante and the Copacabana review, costumed by Ted Shore.		
	<u>CAFE SOCIETY UPTOWN</u>	128 EAST 58TH STREET	PL. 5-8223
	\$12.50-\$15.00 for supper, favors and entertainment featuring Hazel Scott, John Sebastian and others.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 1	NEW YEAR'S DAY (SATURDAY).		
Saturday Jan. 1- May 1	CHICAGO TRIBUNE FASHION CONTEST The theme of war and post-war fashions will inspire the annual Chicago Tribune Fashion Contest which lasts from Jan. 1st to May 1st. \$5000 in prizes will be distributed. Winning costumes will be made up in the fall to be shown at the Annual American Fashions Show in Chicago.	CHICAGO TRIBUNE	CHICAGO, ILLINOIS
Saturday Jan. 1	DINNER DANCE & DEB'S NEW YEAR'S BALL Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST. STARLIGHT ROOF
Available About Jan. 1	SACONY PALM BEACH CATALOGUE To receive, contact: Robert Dorfman, WI. 7-2828.	S. AUGSTEIN & COMPANY	1384 BROADWAY
About Jan. 1	APPEARANCE OF SYNTHETIC RUBBER SOLED SPORT SHOES Fabric shoes with synthetic rubber soles are the new coupon-less shoe style which will be available early this summer. Shoes for men and boys, for girls and children, made up in post-war designs, will be available to all at moderate prices. Publicity: Vera Crans, CI. 7-5000.	UNITED STATES RUBBER COMPANY	1230 SIXTH AVENUE
Starting Monday Jan. 3	SPRING MILLINERY SHOWINGS Open to buyers and members of the trade. Press by invitation. Members of the Millinery Creators Guild who will show their new spring lines are: DAVE HERSTEIN CO. 711 5TH AVE. JEANNE TETE 20 W. 57TH ST. G. HOWARD HODGE " " " GERMAINE MONTABERT INC. 711 5TH AVE. MIRIAM LEWIS " " " HARRY SOLOMONS & SON " " " EDGAR J. LORIE INC. " " " VOGUE HATS " " " Publicity: Miss Weintraub, PL. 3-2116.		
About Jan. 3	OPENING: NEW JANE ENGEL DEPARTMENT The nationally minded Jane Engel is now expanding to Hawaii, carrying California sportswear and accessories to the Jane Engel leased department in the Eleanor Withington store. Three other Jane Engel foreign branches in Singapore, London and Manchester had to be suspended for the duration. Publicity: George Engel, Jr., RH. 4-0300.	JANE ENGEL (1025 MADISON AVE.)	HONOLULU
Monday Jan. 3- Jan. 21	SHOWING OF DRUCE FASHIONS Contact: Mrs. Pearl Hogan, N. Y. representative, Leslie-James, Los Angeles.	LESLIE-JAMES LOS ANGELES	McALPIN HOTEL B'WAY AT 34TH STREET
Monday Jan. 3- Jan. 24	LECTURES ON TEXTILES On Mondays Mrs. Bradish talks on textiles in relation to material. On Thursdays through January she devotes her talk to the study of one special type of lace. Attendance free for enrollees. Publicity: Charlotte Hughes, RH. 4-7690.	MET. MUSEUM OF ART ETHELWYN BRADISH	5TH AVE. AT 82ND ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 4 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW OF HATS Opening luncheon of New Year, showing collection of early spring and summer hats presented with the usual Florell showmanship. Open to public. Press by invitation. Luncheon a la carte. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Jan. 5 12:30 P.M.	HOUSE DRESS SYMPOSIUM Symposium held in connection with Annual Convention of the House Dress Institute, Jan. 5-6. Topics discussed will be of interest to retailers, manufacturers, and customers. Members of the government and the OPA will be present. Lew Hahn, President of NRDGA, will represent the retailers in the discussion of mutual problems. Opening day session preceded by luncheon for guest speakers. Admission by ticket only. Members of the House Dress Institute may bring guests. Publ.: Max Lovell, 1350 B'way, MU. 4-7590.	HOUSE DRESS INSTITUTE	ASTOR HOTEL B'WAY AT 44TH STREET
Wednesday Jan. 5 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW OF FINE FURS Furs for Palm Beach and other resorts. Also, hints of spring furs. Open to public. Press by invitation. Luncheon a la carte. Dein-Bacher Publicity: Miss Davis, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER INC. (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Jan. 6 1:00 P.M. Luncheon	RESORT WEAR FASHION SHOW Open to public. Luncheon, \$2. Press by invitation. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Plaza Publ.: Alma Zaiss, PL. 3-1740.	THE TAILORED WOMAN (742 5TH AVENUE)	PLAZA HOTEL PERSIAN ROOM
Thursday Jan. 6 3:00 P.M.	PRESENTATION OF SPRING MILLINERY COLLECTION "From Plymouth Rock to Rockefeller Plaza" is the theme of the Garnell "Americana" showing of hats, probably a cycle of millinery from the earliest created-in-America-hat to the current latest. Press, strictly by invitation. Publicity: Lydia Strate, PL. 3-9017.	HELENE GARNELL	40 EAST 51ST STREET
Thursday Jan. 6 6:50 P.M.- 8:50 P.M.	COURSE IN THE TECH- NIQUE OF COLOR There will be a weekly talk on the subject of color matching, color terminology, judging color effects etc.; Munsell, Ostwald and other color standards and measurements. This course will be free. Contact: William H. Peacock, Calco Chemical Div., CI. 7-0100.	WILLIAM H. PEACOCK, CALCO CHEMICAL DIV. AMERICAN CYANAMID CO.	EVENING HIGH SCHOOL 351 WEST 18TH STREET
Thursday Jan. 6 7:00 P.M.	DINNER-DANCE AND ENTERTAINMENT No fashion presentation this year. Purely entertainment. Guests and friends invited. Tickets, \$10. Publ.: Max Lovell, 1350 Broadway, MU. 4-7590.	HOUSE DRESS INSTITUTE	ASTOR HOTEL B'WAY AT 44TH STREET
Monday Jan. 10 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: "WHAT'S NEW" Russeks will present a Resort and Spring collection of Fashioens for 1944. Open to public. Press by invitation. Luncheon from \$1.85. Russeks Publicity: Beatrice Castle, WI. 7-1900. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS 5TH AVE.	ST. REGIS HOTEL IRIDIUM ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 10	COUNTRY-WIDE PRESS TO COME AGAIN TO NEW YORK	NEW YORK DRESS INSTITUTE	NEW YORK SHOWROOMS
	Fashion reporters representing newspapers from all over the country will, for the second time, visit the New York Dress Market to see Spring openings of the best creators. Last July, there were 50 fashion reporters; this January, more than 100 have been invited. They are entertained, housed and transported by the N. Y. Dress Institute for the purpose of creating good-will for the N.Y. label. Publ.: Eleanor Lambert, FL. 5-8580.		
Monday Jan. 10- Jan. 12	POST-WAR SECRETARIES CONFERENCE	NAT'L ASSOCIATION OF RETAIL SECRETARIES	PENNSYLVANIA HOTEL
	In conjunction with the N.R.D.G.A. convention, there will be a War-time Conference of Secretaries to discuss major problems of post-war planning. Distinguished speakers will address the conferees, including Edward Allen, Pres., N.R.D.G.A.; Leo Cherne, Research Institute of America; Ira Hirschmann, Vice-Pres., Bloomingdale's; David Craig, Pres. American Retail Federation, and others. A number of inspirational talks are planned. Press and those interested may attend. Contact: Sadie Hartman, Nat'l Association of Retail Secretaries, 307 Chamber of Commerce Bldg., Nashville, Tenn.		
Monday Jan. 10- Jan. 13	15TH ANNUAL CAMP CORSET SHOWING	S. H. CAMP CO. (200 MADISON AVE.)	McALPIN HOTEL B'WAY AT 34TH STREET
	Buyers, dealers, and personnel of stores handling Camp garments are welcome to lectures and demonstrations on live models to perfect skill in fitting Camp merchandise to human anatomy. Movies and discussions included. Reservations in advance. Certificate of training to those completing course. Press invited. Contact: Mr. Sigsbee, MU. 3-9454.		
Week of Jan. 10- Jan. 14	VICTORY AND POST- WAR CONFERENCE	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL MAIN BALLROOM
	Annual conference of the N.R.D.G.A. will take up retailing problems in 8 general sessions discussing Victory and Post-War world. Edward N. Allen, Sage-Allen, Hartford, will keynote the conference, Mon., Jan. 10th. Thereafter, there will be discussions on "Manpower and Store Employment," "Wage and Salary Stabilization," and other retailing problems. Press by invitation. Contact: Mr. Landau, PE. 6-2155.		
Monday Jan. 10- Jan. 15	SEMI-ANNUAL FURNITURE MARKET WEEK	NEW YORK FURNITURE EXCHANGE	206 LEXINGTON AVENUE
9:00 A.M.- 5:30 P.M.	This is the 53rd year of semi-annual market week. Attendance exclusively by furniture dealers. Expect 1000 persons daily who will go to learn new manufacturing and distributing problems in the furniture world. Admission free. Press by invitation. Contact: L. C. Schneider, CA. 5-1160.		
Tuesday Jan. 11	SEMI-ANNUAL BRIDAL- CAREER CLINIC	THE BRIDE'S MAGAZINE	LOUIS SHERRY 300 PARK AVENUE
9:00 A.M.- 5:00 P.M.	<p>As brides have increased in number, merchandising their fashions and personal needs continues to be one of the spot-lighted activities of stores and manufacturers. Bride's Magazine, in its semi-annual Clinic, projects trends-to-come in bridal merchandising. For attending entire program, \$15; price of luncheon alone, \$5. Bridal secretaries, personnel of stores, and press invited. Morning session, 9-12 A.M., includes a talk by Marion Murtfeldt, Editor; also Charlie Gilmore, Fashion Editor. The afternoon session includes wedding talks and bridal promotions by Alexandra Petts. Publicity: XXXXXXXXXX, MU. 2-1490.</p> <p><i>margan hick</i></p>		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 11 10:30 A.M.	PRESS SHOWING: RESORT AND SPRING HATS This collection promises to express the creative talent of Braagaard. Press by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	ERIK BRAAGAARD	17 WEST 57TH STREET
Tuesday Jan. 11 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: ACCESSORY CHANGES Accessory changes, such as neckwear, collars, cuffs, scarfs, etc., for use with basic costumes, will be attractively modeled and displayed. Open to public. Luncheon a la carte. Press by invitation. International Fashions Publ.: Dora Miller, LO. 3-4285. Ritz Publ.: Marion Morrison, PL. 3-4600.	INTERNATIONAL FASHIONS (1 WEST 34TH STREET)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Jan. 12 10:00 A.M.	PRESS PREVIEW & SPRING SHOWING OF HATS Victor hat shows are always over-crowded. Come early so that you will get a seat. Press by invitation only. Publ.: Miss Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET
<u>NOTE</u>Lilly Dache's Spring Opening will take place later in January. John Fredericks' still to be announced.			
Wednesday Jan. 12 1:00 P.M. Luncheon	LUNCHEON SHOWING SPRING FASHIONS The Tailored Woman will present Spring fashions for northern dwellers and southern sojourners. Open to public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	TAILORED WOMAN INC. (742 FIFTH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 12 Dinner 7:30 P.M.	10TH ANNUAL "CASUAL" DRESS FASHION SHOW "Keep 'Em In Stitches" is the title of the big fashion showing of the 10th Annual Dinner Dance sponsored by N.A.H.D.M. Besides fashions, the House Dress Institute's War Time Production will be on exhibit. It includes mosquito bars, mattress covers, nurses' uniforms, parachutes, camouflage netting, WAVE, WAC and Women's Marine Corps uniforms and accessories. The show is planned on a big, comprehensive scale. Dress buyers and press in- vited. Admission, \$15. Publicity: Mr. Lazarus, LA. 4-5549.	NAT'L ASS'N OF HOUSE DRESS MANUFACTURERS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday Jan. 12 9:15 P.M.	FIRST FASHION SHOW AT TELEVISION WORK SHOP The first fashion show for a Television work-shop will be conducted on Jan. 12th before an audience of invited store executives. The Fashion Show will be conducted by Miss Glorianne Lehr, daughter of Lew Lehr, and it will last about 1/2 hour. Its purpose is to acquaint retailers with post-war uses of television in department stores and advertising agencies. This Television Fashion Show will be a traveling feature of Publicity Features Inc. For tickets, store executives contact: Irwin A. Shane, LO. 5-5351.	PUBLICITY FEATURES INC.	DUMONT STUDIOS 515 MADISON AVENUE
Thurs ay Jan. 13 12:30 P.M. Luncheon	PRESS LUNCHEON INTRO- DUCING DACHE HAIR NET Weco Products' party in honor of Lilly Dache, to introduce her new Dache net, manufactured by Weco. Beginning of national promotion launches Dache in New York City at Bonwit-Teller, Lord & Taylor and B. Altman. Weco Products Publicity: Alice Dowd, J. Walter Thompson Co., MU. 4-7700. Dache Publicity: Eleanor Lambert, PL. 5-8580.	WECO PRODUCTS COMPANY	WALDORF ASTORIA HOTEL JADE & BASILDON SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Presenting Palm Beach and Early Spring Fashions...suits, dresses, hats. Open to public. Luncheon \$2. Press by invitation. Publicity: Alma Zaiss, PL. 3- 1740 1740	J. J. JONAS LTD. (12 EAST 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Friday Jan. 14 5:00- 7:00 P.M.	LONG ISLAND OYSTER & WHITE WINE TASTING Open to members and their friends. More details later. Contact: Mrs. Jeanne Owen, PL. 3-6545.	WINE AND FOOD SOCIETY	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Saturday Jan. 15- Jan. 22	SPRING MILLINERY SHOWING A week long showing of new Spring Fashions. Press invited to call for appointment and come in to see collection at their convenience. Contact: Miss Irwin, PL. 3-2936.	HELEN LEIBERT	19 WEST 57TH STREET
About Jan. 15	PRESS PREVIEW OF SPRING HATS Details in later issue of CALENDAR. Contact: Erik of Paris, PL. 3-6607.	ERIK OF PARIS	15 EAST 53RD STREET
Monday Jan. 17 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	EMME (MILLINERY) (21 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Jan. 17	SPRING MILLINERY MARKET WEEK		
Monday Jan. 17-21 Friday Jan. 24-28	TEN DAY SPRING MARKET Market season divided into two periods. Buyers specifically asked to plan trips so as to avoid train travel and stop-overs in Dallas during week-end when hotel rooms are needed for Servicemen.	DALLAS MFRS. & WHOLE- SALERS ASSOCIATION	DALLAS, TEXAS
Tuesday Jan. 18 9:30 A.M.	SPRING FASHION MER- CHANDISING CLINIC Though business is good, other problems beset the milliners who are gathering to discuss these matters. This Spring Clinic will highlight some of the advance merchandise trends. Virginia Pope, Fashion Editor, N.Y. Times, will direct the meeting. Open to members and friends by invitation. Publicity: Charles Steinecke, LE. 2-8415.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday Jan. 18 1:00 P.M. Luncheon	ADVANCE SPRING FASHION SHOWING First New York showing of Arpad Stern's exciting accessories. His hat novelties, jeweled combs and precious jewels are much sought after. Open to public. Press by invitation. Luncheon a la carte. Arpad Stern Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton: Marion Morrison, PL. 3-4600.	ARPAD STERN (2 W. 47TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 18 7:00 P.M. Dinner, 9:00 P.M. Show	SPRING HAT FASHION SHOW AND DINNER This dinner will precede a showing of new Spring Hat Fashion Trends. Program to be announced later. <u>CORRECTION</u> - In the previous issue of FASHION CALENDAR it was erroneously stated that John Frederics was not exhibiting at this show. John Frederics <u>will</u> exhibit, along with other Milliners, to be announced later. Open to members. \$15 for dinner and show. Show only, \$8.50. Fashion press by invitation. Publ.: Seymour Mittelmark, PE. 6-7474.	MILLINERY STABIL- IZATION COMMISSION	WALDORF ASTORIA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 18 Through Feb. 15	ART EXHIBIT BY U. S. MERCHANT MARINE Exhibit of paintings and other expressions of art, by members of the Merchant Marine. This show had an opening in the Cochran Galleries in Washington and it was both a popular and artistic success. Public invited, after preview cocktail party prior to the public opening. Publicity: Mrs. Eugene Peterson, 25 East 9th St., ST. 4-4475.	GRAND CENTRAL ART GALLERIES	15 VANDERBILT AVENUE
Wednesday Jan. 19 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Early Spring Fashions will be shown. Luncheon a la carte. Open to public. Fashion press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300; Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 19 5:00 P.M.	WOOL KNIT FASHION SHOW Spring showing of new wool knit fashions, under the direction of June Hamilton Rhodes of the Bureau of Fashion Trends. Press by invitation. Publicity: Isabelle Crawford, WI. 7-7476.	WOOL KNIT ASSOCIATES	PIERRE HOTEL
Wednesday Jan. 19	17TH ANNUAL MERCHAN- DISE CONVENTION. Details to follow in later issue. Publ.: Herbert Matter, BA. 7-0790.	WHOLESALE DRY GOODS INSTITUTE	NEW YORKER HOTEL 8TH AVE. AT 34TH STREET
Wednesday Jan. 26 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Mary Lewis presents her 4th showing of Sears Roebuck styles. These mail-order fashions are challenging to the fashion industry. Everything shown, strictly new, hot off the press from the spring and summer catalogue. Sears Roebuck Publicity: Rosemary Sheehan, CO. 5-3147. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	SEARS ROEBUCK	WALDORF ASTORIA HOTEL SERT ROOM
Tues Thursday Jan. 27 25 1:00 P.M. Luncheon	COLLECTION OF ADVANCE SPRING HAT FASHIONS Open to public. Press by invitation. Luncheon from \$2. Publicity: Rosemary Sheehan, CO. 5-3147; Plaza Publicity: Alma Zaiss, PL. 3-1740.	PEG FISCHER (509 MADISON AVE.)	PLAZA HOTEL <i>Ritz Carlton</i> PERSIAN ROOM <i>Basebon</i>
Thursday Jan. 27 3:00 P.M.	SPRING HAT PRESENTATION Advance look at Spring Hats, commentaries by Paule Madoc, Catoir Silks. Open to press and trade by invitation. Publ.: Anna T. Moore, ST. 9-6000.	GERMAINE VITTO	509 MADISON AVENUE
Saturday Jan. 29 10:00 P.M. Opening, 12:00 P.M. Show	OFFICIAL OPENING: PRES- IDENT'S BIRTHDAY BALL This year's President's Birthday Ball will feature a fashion show of Louis Ritter's Furs. Advance spring styles, climaxed by an award of a mink coat to the lucky winner, for the benefit of the Nat'l Foundation for Infantile Paralysis. Honorary Chairman, Mrs. James Watson Gerard; Chairman, Entertainment Committee; Mrs. T. Suffern Tailor, will present the coat to winner. Tickets, \$12.50, including supper, obtainable from Nat'l Foundation for Infantile Paralysis at Waldorf, shortly. Publicity: Adele Brown and Dorothy King, WI. 2-4814.	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM
About Feb. 1	OPENING: CHILDREN'S SHOP Details about opening still a little premature. Ethel Steiner will be in charge of Children's Shop, which will adjoin the present shop. Fashions for every age from 2-8, and then on up into the 20's will be shown. (Continued on following page)	JANE ENGEL	1025 MADISON AVENUE

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

Edith De Greve will be in charge of teen-age collection and she will open the event with fashion show for Juniors. Publ.: George Engel Jr., RH.4-0300.

Tuesday Feb. 1	7TH ANNUAL "AMERICANA" ISSUE OF VOGUE	CONDE NAST	420 LEXINGTON AVENUE
	The theme of Vogue's 7th Annual "Americana" issue is "What's Happened to L 85?", how this dress ruling has affected fashions and the grooves it has worn in the fashion picture. Promotion ideas for shoes, hats, dresses, suits and coats will be pictured and described, and ways suggested for stores to exploit "Americana" à la Vogue. Store cooperation, contact: Frederika Fox, MO. 4-7500.		
Monday Feb. 7	FASHION ORIGINATORS' OPENINGS LURE OUT-OF-TOWN BUYERS TO NEW YORK.		
	The Fashion Originators' Openings attract large numbers of buyers to N. Y. and greatly stimulate all other openings during the time buyers are here. Among those to have openings that week will be the Sportswear Guild. Buyers from all over the country are expected in for this event.		
Wednesday Feb. 9 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	LANZ OF SALZBURG (668 5TH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
	Fashions at this show look ahead to early summer and have the carefree gaiety that characterize Lanz clothes. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800; Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Feb. 16 10:30 AM	CUSTOM-ORDER FASHION SHOWING	MILGRIM'S	6 WEST 57TH STREET
	Details about this showing will appear in an early issue of FASHION CALENDAR. Press by invitation. Publicity: Ruth Waltz, CI. 7-7200.		
Sunday Feb. 19- Feb. 26	SEW AND SAVE WEEK	NATIONAL NEEDLECRAFT BUREAU	385 5TH AVENUE
	This is the 6th annual promotion of piece-goods, patterns and allied notions for the purpose of teaching women how they can care for their own clothes. The president of Sew and Save Week is Henry B. Osmer. All the leading department stores, store groups and wholesale companies will take part in this event which is supported by window displays and interior displays in the stores. Contact: National Needlecraft Bureau, LE. 2-4455.		
Monday Feb. 21 1:00 P.M. Luncheon	ADVANCE SPRING FASHION SHOW	MILGRIM'S (6 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Public will have an early look at pre-Easter Fashions. Open to public. Press by invitation. Luncheon from \$1.85. Milgrim's Publ.: Ruth Waltz, CI. 7-7200. St. Regis Publ.: Mary Alice Rice, Director, Fashion Shows, PL. 3-4500.		
Wednesday Feb. 23 10:00 A.M.	PRESS PREVIEW: CUSTOM- MADE COLLECTION	CHEZ NINON	785 5TH AVENUE
	Press, strictly by invitation. Publ.: Rosemary Sheehan, CO. 5-3147.		
Thursday Feb. 24 5:30 P.M.	PRESS SHOWING OF SPRING FASHIONS	BERGDORF GOODMAN	754 5TH AVENUE
	This is the Annual Spring Opening for the Bergdorf Goodman store. Open only to invited press and members of the Bergdorf Personnel. Publicity: Florence Neff, PL. 3-7300.		

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday.....PREMIERE: "GHOST SHIP" (Movie) RIALTO THEATRE, TIMES SQUARE
 Dec. 24 Thrilling mystery with Richard Dix, Edith Barrett and others. Costumes, Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Saturday....THOMAS' "MIGNON", METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH STREET
 Dec. 25 With Rose Stevens, James Melton and others, Sir Thomas Beecham conducting.
 2:00 P.M. Publicity: Constance Hope, PL. 3-3390.
- Sunday.....RECITAL: MARTHA GRAHAM & CO. 46TH STREET THEATRE, WEST 46TH STREET
 Dec. 26 A one-time performance with debut of two new works. Publicity: Pat
 8:45 P.M. Patricof, PL. 3-8034.
- Sunday.....VERDI'S "RIGOLETTO", METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH STREET
 Dec. 27 With Lily Pons, Jan Peerce and others; Cesare Sodero conducting. Public-
 8:30 P.M. ity: Constance Hope, PL. 3-3390.
- Tuesday....CONCERT FOR STALINGRAD CHILDREN, CARNEGIE HALL, 7TH AVE. AT 57TH STREET
 Dec. 28 Under the auspices of the Ambijan Committee for Aid to the Soviet Union
 2:00 P.M. and Stalingrad Silver Ponds Club of America, an organization made up of
 N.Y.C. Public School children. Paul Robeson will sing in Russian and
 Yiddish. Publicity: Mrs. S. Lurie, MU. 3-1948.
- Tuesday.....OPENING: "DOCTORS DISAGREE" BIJOU THEATRE, WEST 45TH STREET
 Dec. 28 This is the new Rose Franken comedy. The cast includes Barbara O'Neil,
 8:40 P.M. Philip Ober, Dolly Haas and others. Publicity: Fred Spooner, CH. 4-7693.
- Wednesday...PREMIERE: "HIS BUTLER'S SISTER" (Movie) CRITERION THEATRE, 1514 BROADWAY
 Dec. 29 A love story starring Deanna Durbin, Franchot Tone and Pat O'Brien. Cos-
 tumes, Vera West. Publicity: Al Horwits, CI. 7-7100.
- Wednesday...CONCERT: DOROTHY MAYNOR TOWN HALL, 113 WEST 43RD STREET
 Dec. 29 Dorothy Maynor, famous Negro soprano. Publ.: Lawrence Evans, CI. 7-6900.
- Wednesday...PRESENTATION: BORODIN'S "PRINCE IGOR", CARNEGIE HALL, 7TH AVE. AT 57TH ST.
 Dec. 29 By Katchouk Russian Opera Co. Publicity: William Friedberg, WI. 7-1093.
- Wednesday...OPENING: "MARCHING WITH JOHNNY", CITY CENTER MUSIC & DRAMA, 130 WEST 56 ST.
 Dec. 29 This is a topical revue, starring Beatrice Kay, directed by Philip Loeb.
 8:40 P.M. Costumes by Rose Bogdanoff. Publicity: Howard Newman, LA. 4-0519.
- Thursday....MOZART'S "THE MAGIC FLUTE", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Dec. 30 Bruno Walter conducting. Publicity: Constance Hope, PL. 3-3390.
- Friday.....PREMIERE: "DESTINATION TOKYO" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 Dec. 31 A submarine warfare movie, produced by Warner Bros., starring Cary Grant,
 John Garfield, and Alan Hale. Publicity: Eve Siegel, CI. 6-1000.
- Friday.....ROSSINI'S "BARBER OF SEVILLE", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Dec. 31 With Lily Pons; Pelletier conducting. Publ.: Constance Hope, PL. 3-3390.
- Saturday....VERDI'S "LA TRAVIATA", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
 Jan. 1 On same evening, popular price performances, Moussorgsky's "Boris Goudunoff."
 2:00 A.M. Publicity: Constance Hope, PL. 3-3390.
- Wednesday...OPENING: "STORM OPERATION" BELASCO THEATRE, 115 WEST 44TH STREET
 Jan. 5 The Playwrights Co. is presenting Maxwell Anderson's 25th play with Myron
 8:40 P.M. McCormick, Gertrude Musgrove and Bramwell Fletcher in the leading roles.
 Costumes, Rose Bogdanoff. Publicity: Phil Stevenson, CI. 5-7930.
- Thursday....OPENING: "JACKPOT" ALVIN THEATRE, 250 WEST 52ND STREET
 Jan. 13 Musical comedy by Howard Dietz and Vernon Duke and Guy Bolton. Costumes,
 Kiviette. Publicity: Karl Bernstein, CI. 7-7151.
- Monday.....OPENING: "SONJA HENIE", MADISON SQUARE GARDEN, 8TH AVENUE AT 50TH STREET
 Jan. 17 Sonja Henie and her Hollywood Review. Publ.: Lillian Jenkins, CO. 5-6800.
- Wednesday...PREMIERE: "THE MIRACLE OF MORGAN'S CREEK" (Movie) PARAMOUNT, B'WAY AT 43RD ST.
 Jan. 19 A Paramount picture, directed by Preston Sturges, starring Betty Hutton,
 Eddie Brachman, Diana Lyman. Costumes by Edith Head. Publicity: Aileen
 Brenon, BR. 9-8700.